



VMS

PRODUCT Dyson Vacuum

MARKET New York, NY

PROGRAM Today

CODE # 031000666

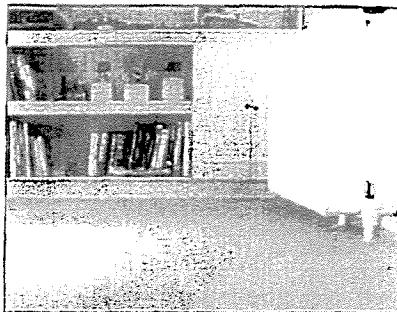
TITLE James Dyson Amazed By Lousy Suction



(SFX: VACUUM IN)



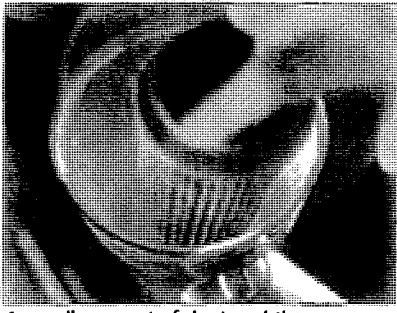
JAMES DYSON: Well I was vacuuming at home one weekend with what I



thought was a pretty good machine, and I was really amazed by the lousy suction.



(SFX OUT) So I took the machine apart and discovered the problem.



A small amount of dust and the



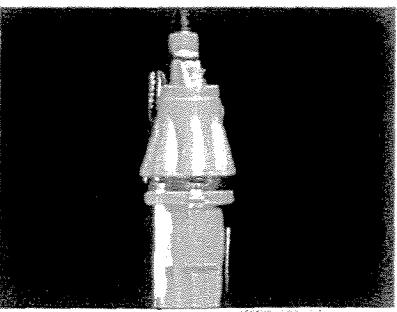
bags and filters were hopelessly clogged.



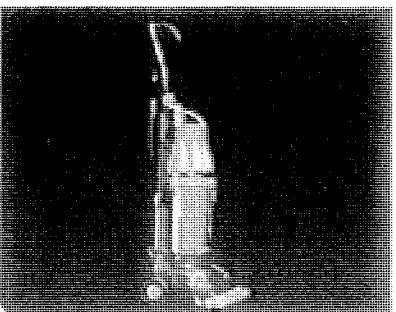
So I thought I'd try and design something better.



And a few thousand prototypes later, I had it.



No bags, no clogged up filters,



And the first vacuum that doesn't lose suction.



(SFX: SCRIBBLING IN & OUT)



(SILENCE)

EXHIBIT

James
Dyson 21B
11-8-06 JAD

ALSO AVAILABLE ON VIDEO CASSETTE

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